Glossary

- Big 6[™] systematic approach to information problem solving using a six step process. The Big6[™] can be used whenever an individual has an information problem.ⁱ
- boolean words used in searching on a computer, e.g., and, or, not.
- camera angles *High angle:* shot in which the camera is above the subject looking down. A camera looking down on a person can make him or her look small and powerless.

Eye angle: shot in which the camera is positioned at eye level with the subject.

Low angle: shot in which the camera is below the subject looking up. This angle can make a person seem larger and more powerful.

- **close-up** (cu) shot in which the camera is close to the subject. When shooting a person, it is used to show emotion.
- **credits** (n) recognition by name of persons contributing to a performance.
- **cut** (n) an editing technique in which one shot immediately follows another.
- dissolve one shot fades out while another fades in.
- **editing** (n) rearranging or cutting material to produce a finished product, e.g., report, book, film, advertisement, etc.
- **extreme close up** (ecu) shot in which the camera is very close to the subject, exaggerates features.
- fade (n) shot fades out to a blank, often black, screen or up from a blank screen.
- information book nonfiction books that present current, accurate knowledge about some subject. The information in them is verifiable: sources in a library; letters or journals; or first hand, observable fact.
- **local media** media that is produced on a small scale, e.g., school production, community radio or television production.
- long shot (Is) a shot in which the camera is far from the object or action. It gives more information and a wider view. It can show a large crowd, a place, a whole setting, or action from a distance. Same as a wide shot.
- mapping a graphic organizer for information.
- mass media a communications medium capable of reaching a mass of people simultaneously.[™]

media - plural for medium.

media literacy - the combination of knowledge and skills required to access, analyze, interpret, evaluate, and create media in a variety of forms.

medium - means by which we communicate a message.iv

medium shot (ms) - the shot between a wide shot and a close-up.

mood - a predominant feeling or emotion in literature.

pacing - the way the plot moves along.

pan - in video production, the movement of the camera from left to right or from right to left.

persuasive techniques - methods used by advertisers to promote their products.

fantasy: the use of fantasy and animation. This is often used in advertisements for children.

plain folks: the use of average looking people that could be our neighbors or friends using the product.

theatrical extravaganza: the use of jingles, music, and dancing to create a mini-show about the product.

celebrity endorsement: the use of a famous person to draw attention to a product.

persuasive techniques 2 - *slogan:* a simple phrase that is repeated over and over so that it will stay in the consumer's mind.

torture test: a product is subjected to hazardous conditions to demonstrate durability. It is required by law that these tests must have actually happened.

humor: this is commonly used as a focus for many products.

jingle: like slogans, but using music to emphasize a message with a short, catchy tune.

created spokesperson: a technique that uses an invented character who becomes identified with the product in the consumer's mind.

side by side (media and you): a technique where two products are shown and compared side by side. One is shown to be better, softer, more absorbent, etc.

- persuasive techniques 3 *image advertising:* in this technique there is not a lot to say about the product, but it is selling a lifestyle or image that they are hoping the viewer will buy into.
- **point of view** who is telling the story. May be told in first person--a main character, or third person--a narrator or impartial bystander.
- **print awareness** being aware that print has meaning and directionality.
- **shot types** *close-up*: communicates emotion. A close-up allows us to see emotion on someone's face. It gives detailed information about a character or situation by moving in closer.

medium shot: less emotional and less personal attention is focused on one or a few people or a small area.

long shot: gives more information and a wider view. It can show a large crowd, a place, a whole setting, or action from a distance. Same as a wide shot.

- stereotype an oversimplified description based on limited experience. Television shows often use stereotyped characters who are instantly recognizable by viewers.
- **storyboard** a scene-by-scene depiction of a story that includes sketches with notes about voice-overs, sound effects, and other media elements that accompany the scene.vi
- style a distinctive manner of expression in writing or speech.
- target audience a group of viewers to whom a particular program, commercial, or advertisement is directed. vii
- tilt when the camera moves up and down, from top down or from bottom up.
- **tone** the feeling generated in or by a piece of literature. The style or manner of expression in writing.
- voice the story teller. May be a character or an impartial bystander. May also refer to the style of speech used within the story. [first person is the speaker; second person is spoken to; third person is spoken about.]
- weasels sneaky parts of commercials. These can take the form of unseen props such as changing counter heights to make things look taller or shorter, using boxes for actors to stand taller, showing the close-ups of a small object to make it appear larger on the screen than it really is, or using qualified statements such as "virtually," "chances are," "might," "can help," "usually," "help control," or "sometimes." These words help the

commercials from making promises they cannot keep. Even the experts have trouble finding weasels in media.

webbing - a graphic organizer of information.

- wide shot (ws) a shot in which the camera is far from the object or action. It gives more information and a broader view. It can show a large crowd, a place, a whole setting, or action from a distance. Same as a long shot.
- zoom when the camera lens moves toward or away from a subject to get a closer or more distant view.
- **zoom in, zoom out** in video production, the movement toward or away from the subject quickly.

ⁱ Eisenberg, Michael B. and Robert E. Berkowitz, <u>Information</u>

<u>Problem-Solving: The Big Six Skills© Approach to Library & Information</u>

<u>Skills Instruction</u>. Norwood, New Jersey: Ablex Publishing, 1990.

ⁱⁱ Jacobs, James S. and Michael O. Tunnell. <u>Children's Literature</u>, <u>Briefly</u>. New York, Prentice Hall, 1996

iii Rosen, Elana Yonah. Arli Paulin Quesada and Sue Lockwood Summers. Changing the World through Media Education. Just Think Foundation, 1998

iv Rosen,

v Rosen,

vi Rosen,

vii Rosen,